

7 May 1974

MEMORANDUM FOR THE RECORD

SUBJECT: Visit to the Center for Creative Leadership,
Greensboro, North Carolina

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1. On 23 April 1974 [redacted] from
OTR [redacted] PSS/OMS met with staff members of the
Center for Creative Leadership of Greensboro, N. C. The visit
included a short discussion with Dr. David Campbell, the newly-
appointed Vice-President for Research and Programs.

2. Our discussions focussed on the program offered by the
Center that seemed to have the most potential value for middle
managers in our Agency. This program is a condensed 7-day ver-
sion of an existing 10-day course of instruction on creative leader-
ship. The condensed version is planned to begin on a Saturday and
end the following Friday, a total of about 70 hours of work for a
homogeneous group of 12 - 18 participants.

3. The proposed program has four goals: provide participants
with insights into their strengths and weaknesses as leaders; to pro-
vide knowledge about leadership; to begin the process of self-directed
personal development, including continued self-development following
training; and to produce data relevant to leadership. The Program
is composed of an introduction and twelve training modules. These
are: Pre-Testing; Behavioral Assessment; The Creative Leadership
Process; Decision Making; Leadership Theories and Styles; Utilizing
Group Resources; Applied Creativity; Feedback and Counseling; Self-
Directed Personal Development; Second Behavioral Assessment; Close
of Program Testing; and Post-Testing. The Program ends with an
evaluation of the training, followed by a content test designed to assess
the learning which has taken place. No cost figure for the Government
has yet been assigned to this particular program.

The preparatory lead-time for this Program, if used by the Agency, is approximately six weeks. The Psychological Services Staff and the Advanced Management Staff are sufficiently impressed with the training and assessment potential of this Program to be willing to use it for a seven-day period at Greensboro during the September running of the AMP. Right now we are waiting for a specific proposal from the Center giving us a positive expression of its interest in the Agency as a client (the Center is primarily a research, not a teaching, organization), a proposal tailored to Agency needs, and cost figures. If the Program is tried and found to be useful, the Center is willing to train our Staff so that eventually the Program will be put on by the Agency using Agency resources.



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